



Peel Chamber of Commerce & Industry
Mandurah Transit Station Office
Cnr Galgoyl Rd & Allnut St
PO Box 574, Mandurah WA 6210
E: manager@peelcci.com.au

Att: Mr. Dean Strautins
Byford Innovation & Business Development Centre.
15 Covenant Lane, Unit D1 (Glades Shopping Area)
Byford
Western Australia 6122

7th July 2020

RE: Letter of Support – Byford Innovation & Business Development Centre.

Dear Mr. Strautins,

On behalf of the Peel Chamber of Commerce and Industry Inc., the Peel CCI SJ Action Group and the wider business community of the Peel Region, it is my pleasure to provide our complete support for Innovation SJ in their application under the State Government's GroundSwell Grant Program for the establishment of the Byford Innovation & Business Development Centre (IBDC).

The existence of Innovation and business incubation centres such as the IBDC are vital in the efforts to nurture the establishment of business as a whole, be it a young start up business or a growth opportunity and expansion of an existing business. The foundations of such centres are proven to be most successful through a holistic approach encompassing local government, education, business, and community. In Europe such innovation centres have been proven to be pivotal in positively changing business culture to be more inclusive of a wider base or participants enthusiastically looking for opportunities, with studies showing such centres justify their existence by repeatedly proving their contributed returns to exceed \$10 taxable to the local economy for every \$1 contributed.

The Shire of Serpentine Jarrahdale Council has identified Business Development and Tourism as the two areas of highest importance, and so the Council is keen to see progress in these areas. Similar support is also evident from Shire Officers, The Peel Chamber, and many in others in private industry, as such centres are proven to provide a positive avenue to engage with community that is more inclusive and provides an entrepreneurial option for many in a community forge their own path in life. Similarly, it is expected that an IBDC will assist in attracting considerable investment interest to the Shire as well as many skilled and talented new community members.

The vision for the IBDC is to have dedicated office area in the new Byford Central area located adjacent to the new Byford Metro train station that is expected to be started in 2021. Understanding this shared vision, spearheaded by yourself has resulted in the Byford IBDC getting to the point it is today. With Perth Strategic Management Axito now leading this initiative, the IBDC is destined to be a key asset to the business community of Serpentine Jarrahdale, and much needed hub and connection point for the next generation of regional entrepreneurs.

The Peel Chamber of Commerce & Industry Inc., fully support the establishment of the Byford Innovation & Business Development Centre, and look forward to seeing this much needed community asset and business development and nurturing programs come to fruition, creating Serpentine Jarrahdale's business community of tomorrow.

Please do not hesitate to contact me, personally, should you have any further queries.

Kind regards,

Andrew McKerrill
General Manager, Peel Chamber of Commerce & Industry Inc.

John Hardy
Chairman, Peel CCI SJ Action Group

PLATINUM PARTNERS



PREMIER MEMBERS

